

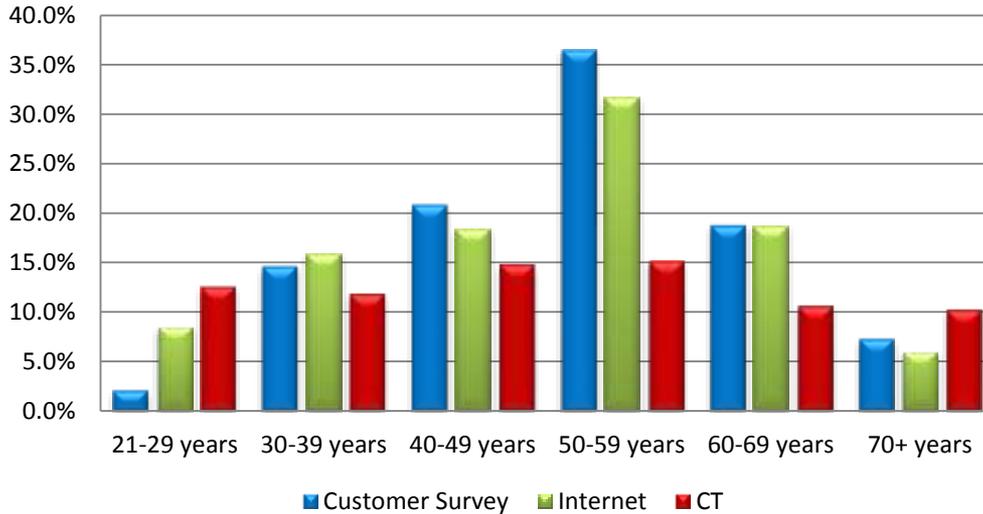
Internet Survey: Overview and Methods

- Goal: to gather input from Connecticut residents about their experiences and perspectives on the Hartford Regional Market
- Survey available on SurveyMonkey in both English and Spanish through December 4, 2013
- Survey promoted on Facebook, on the Dept of Agriculture web site, and through press releases to media and list serves throughout the state
- 316 surveys completed in English and 2 in Spanish
- Respondents are self selected so not a sampling of the general population



Internet Survey: Demographics

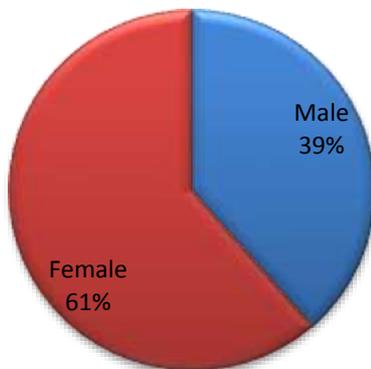
Age



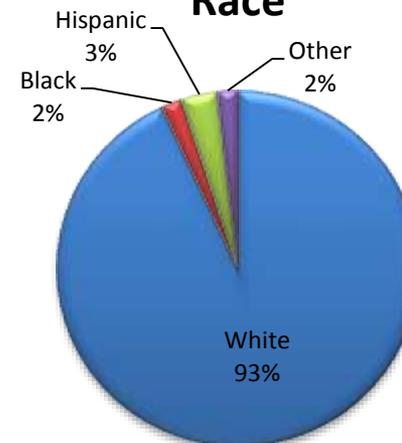
Key findings:

- Like the intercept survey, the web survey oversampled people ages 50-59
- More women than men took the survey
- Survey respondents identified overwhelming as white

Gender

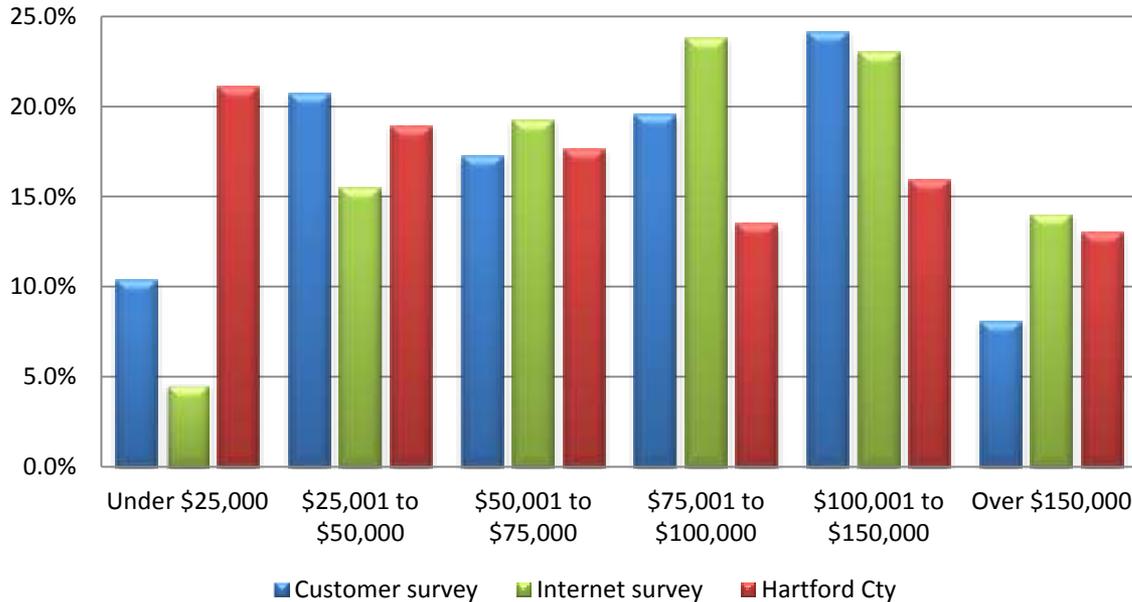


Race

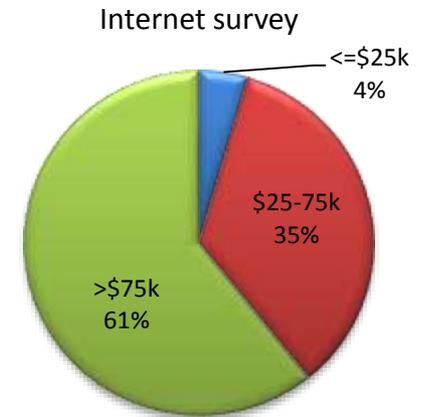


Internet Survey: Income

Household Income 2012



Household Income 2012



- Survey median income: \$75-100,000
- Connecticut median household income 2012 = \$69,243 (quickfacts.census.gov)
- Hartford median household income 2012 = \$29,107

Key findings:

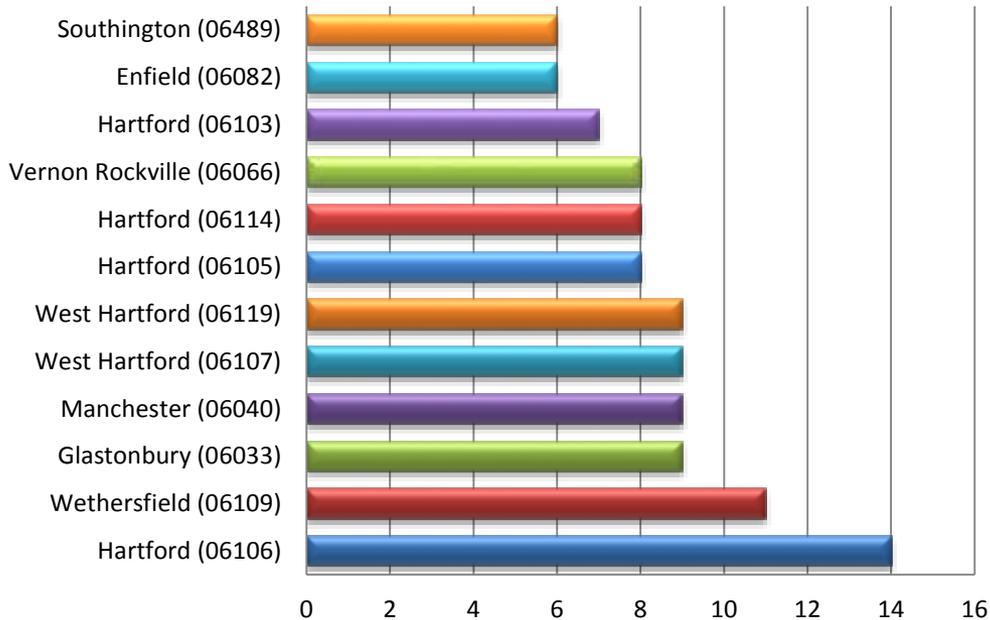
- Respondents skewed even higher income than the intercept survey, so are likely customers for the Market and represent significant buying power
- Very few low income respondents took the survey

What range includes your total household income, before taxes, for 2012?
(N=244)

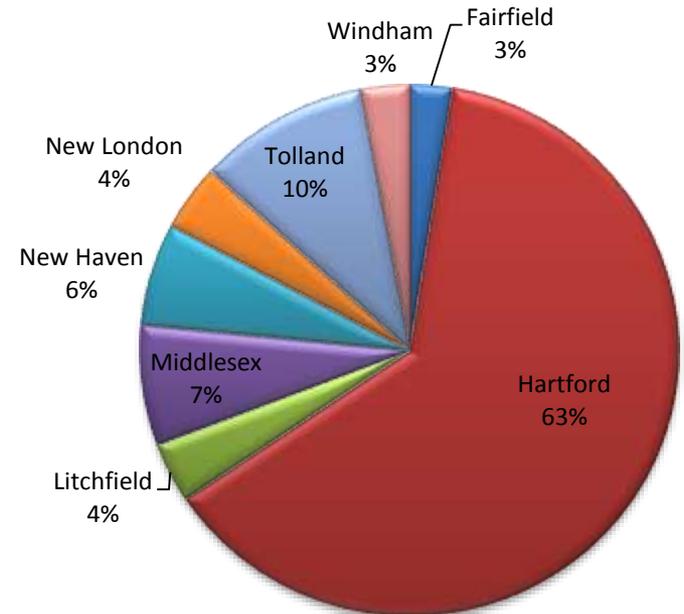
Home Zip Code

- 107 different zip codes
- 1 out of state (Rhode Island)

Zip Codes (most prevalent)



County of Home Zip



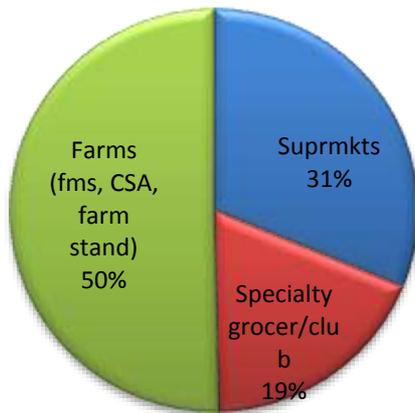
Key findings:

- Respondents live throughout Connecticut, with most clustered in Hartford County

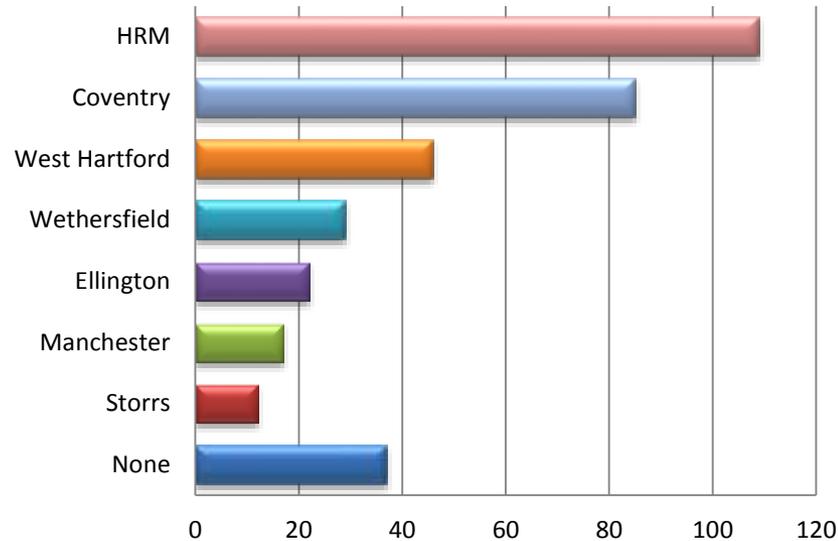
What is your home zip code? (Households N=276)

Internet Survey

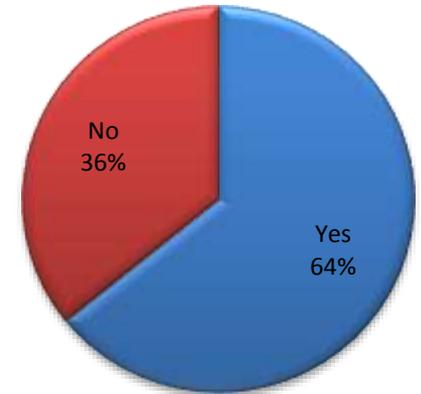
Where Buy Most Fresh Food in Summer



CT Farmers' Market Visited



Ever Visited HRM



Where does your household purchase most of its fresh foods during the summer? (N=303)

Which Connecticut farmers' markets, if any, have you visited in the past 12 months?

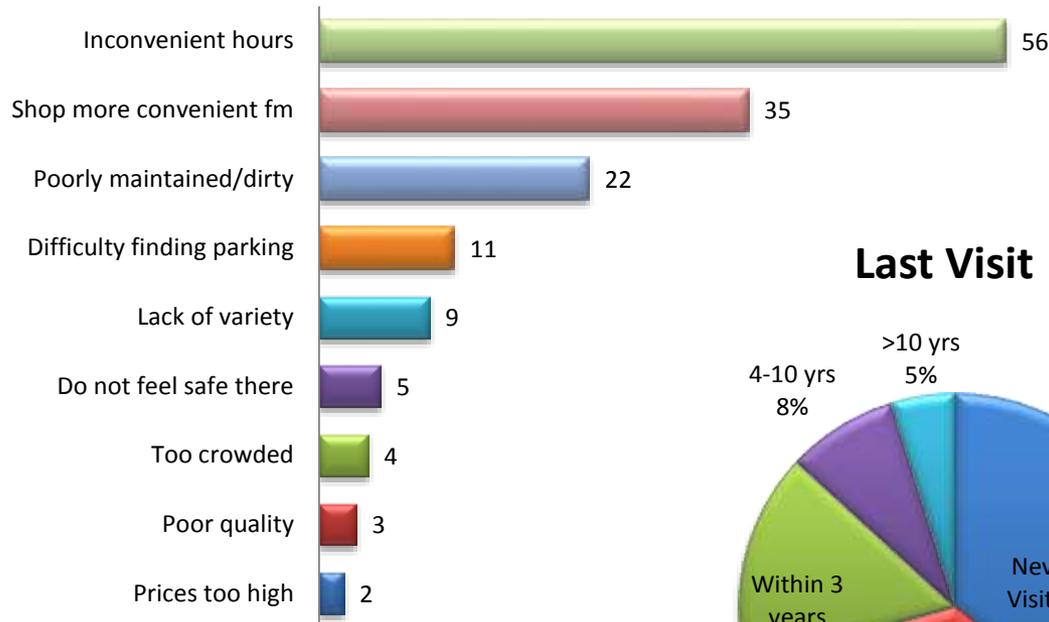
[If did not check Hartford Regional Market] Have you ever visited the Hartford Regional Market?

Key findings:

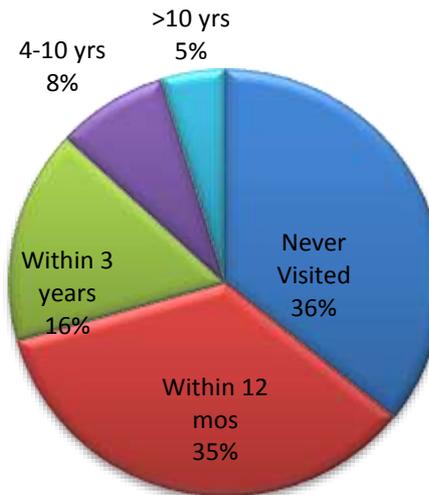
- Half of the respondents report buying most of their fresh food from farms in the summer so they are very dedicated to local foods
- Over a third had never visited HRM
- HRM and Coventry Farmers' Market were the most visited farmers' markets

Internet Survey

Main Reasons Not Visited



Last Visit



Key findings:

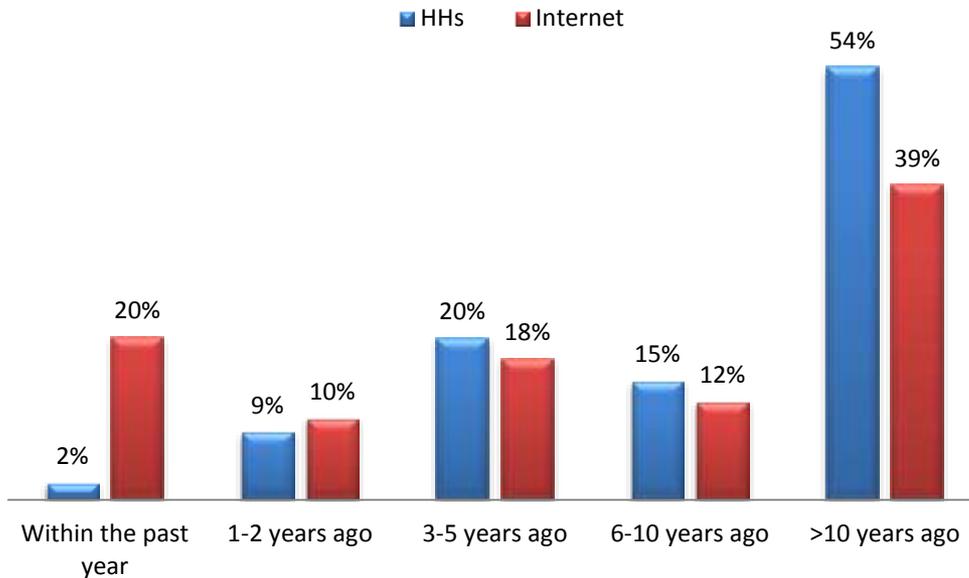
- Inconvenient hours of operation stand out as the most common reason respondents have not visited the Market
- Respondents also cited the Market's physical deterioration and problems with parking

What are the main reasons you have not visited the Hartford Regional Market recently?
Check all that apply or add other reasons, below (N=147)

When was the last time you visited the Hartford Regional Market? (and) Have you ever visited the Hartford Regional Market?

Internet Survey

First Visit to Regional Market



When was the first time you visited the Hartford Regional Market? (N=147)

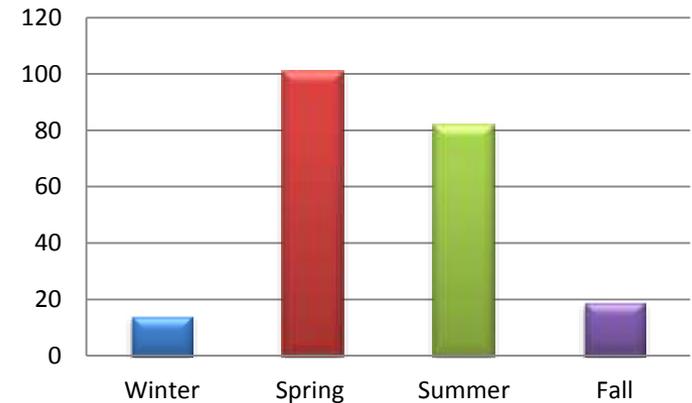
In the past three years, about how many times have you visited the Hartford Regional Market? (N=146)

In the past three years, what times of the year did you visit the Hartford Regional Market? (N=216)

Visits in Past 3 Years



What Season Visit

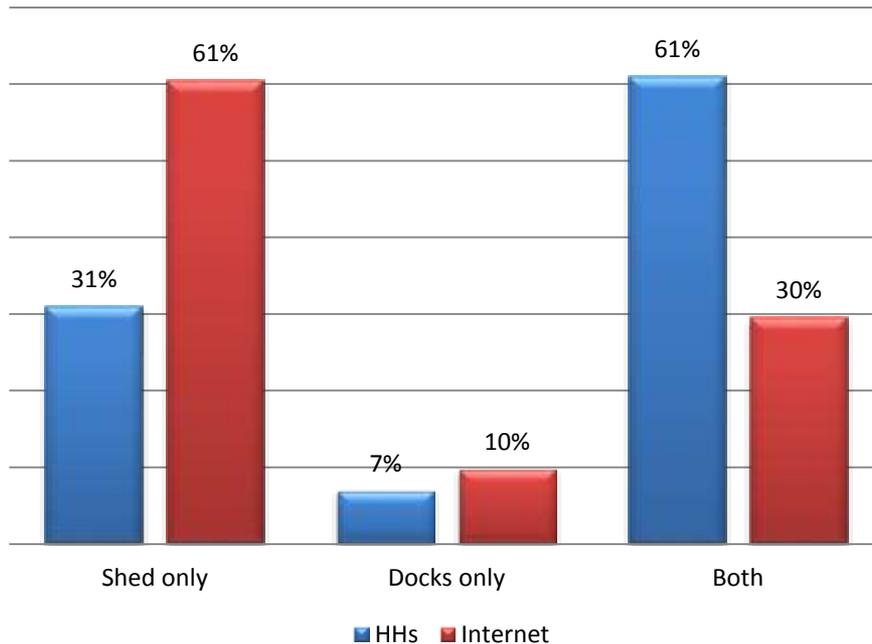


Key findings:

- Many respondents first came to HRM more than 10 years ago; most of intercept survey respondents did
- Most respondents only shopped a few times, mainly in spring and summer

Internet Survey

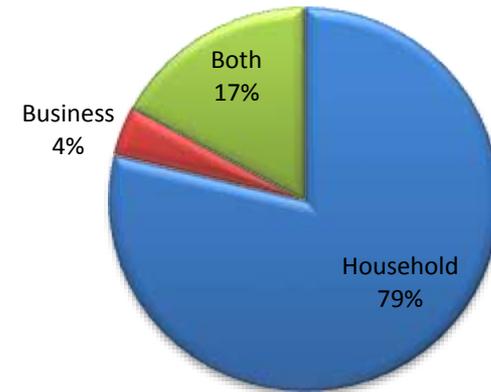
Shop at Shed or Docks



When you visit the Hartford Regional Market, do you typically purchase from the farmers under and around the open sheds, from the businesses on the docks, or both? (N=142)

Do you buy at the Hartford Regional Market for your household, for business use, or for both?

Buy for Household or Business



Key findings:

- Respondents were much more likely to only buy from farmers under the sheds compared to actual buyers at the Market who buy from both areas
- While most respondents only buy for their households, the survey captured over 20% who buy for business

Internet Survey

Rate recent experiences at HRM (mean score)

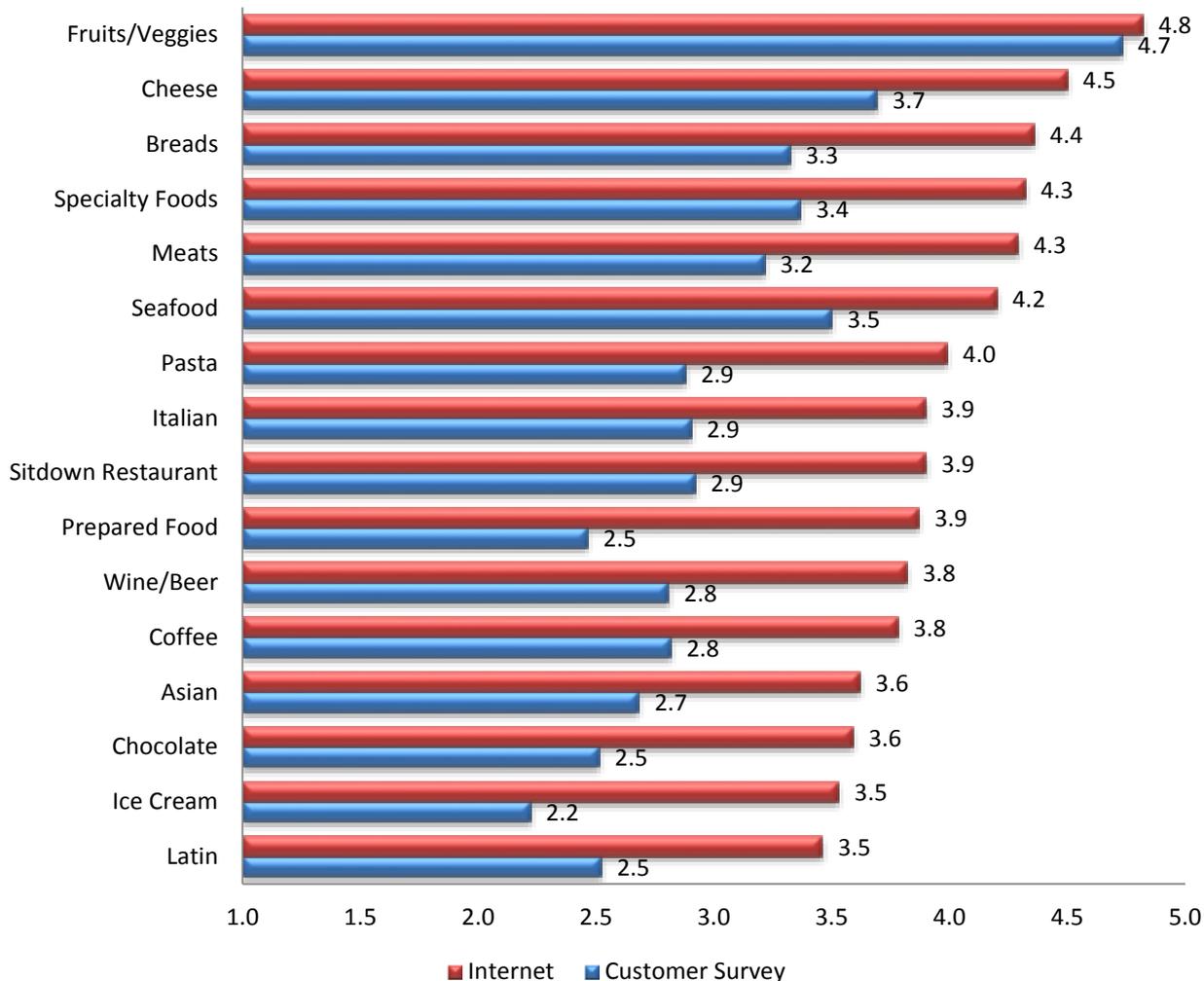


Key findings:

- Nearly all respondents would recommend HRM to others
- HRM received strong marks for vendor service and friendliness and being a fun place to shop
- HRM received the lowest marks for selection, access and quality, although the mean score for all was well above 3 (neutral)

For each of the following statements, please rate your most recent experiences at the Hartford Regional Market: (1. Strongly disagree, 2. Somewhat disagree, 3. Neutral, 4. Somewhat agree, 5. Strongly agree)

Internet & Customer Survey



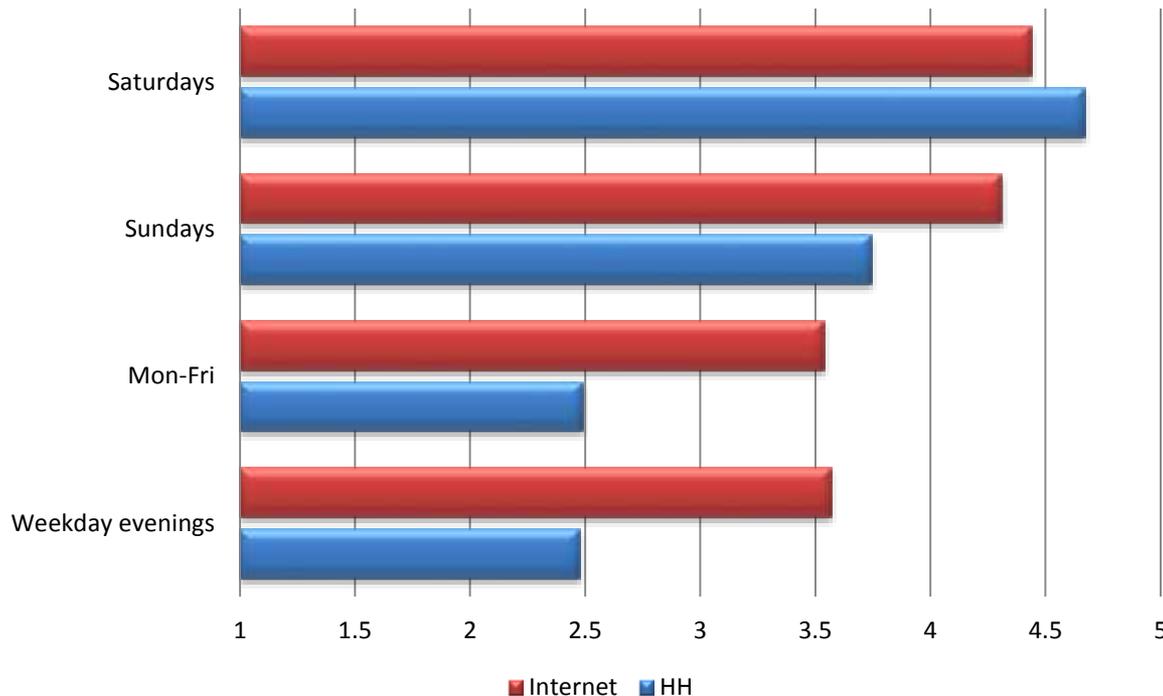
Key findings:

- Overall, Internet respondents rated their interest in purchasing products at a new indoor market much higher than customers at the Market
- Similar to the intercept survey, respondents most desire basic farmers' market products: fruits and vegetables, cheese, breads, specialty foods, meats and seafood

How interested are you in each of the following types of foods being offered in a new indoor market facility? : (1. Not at all interested, 2. Not very interested, 3. Neutral, 4. Somewhat interested, 5. Extremely interested)

Internet & Customer Survey

Likelihood to Visit



Key findings:

- Like the intercept survey, respondents expressed most interest in visiting the indoor market on the weekends
- These respondents showed greater interest in shopping during the week and on evenings

How likely would you be to visit a new indoor market at the Hartford Regional Market if it were open ...?
(1. Very unlikely, 2. Somewhat unlikely, 3. Neutral, 4. Somewhat likely, 5. Very likely)